

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

December 20, 1996

RJR Account #026300

Mr. M. Auer

AUER & COMPANY

FEBRUARY DORAL B2G1F / PROMOTION #700046

Dear Mike:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-23883	4	12300-16612	1
Light 100	12300-23881	4	12300-16212	1

Product / Premium Arrival:

January 20, 1997

Ship Date to Retail:

Week of: January 27, 1997

SKU CUBE:

1.3600

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$1,396.70

Non-EFT \$ Amount:

\$N/A

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B2G1F

AUER & COMPANY

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-FEBDOR.DOC

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WHOLESALE PACKING INSTRUCTIONS

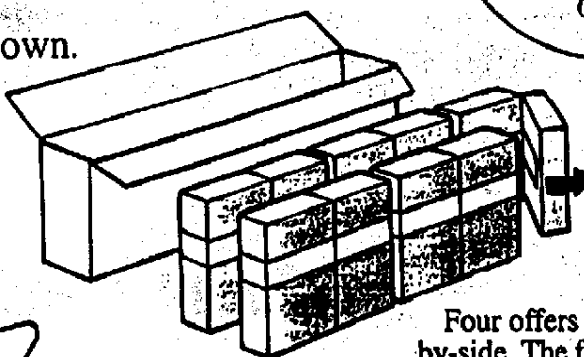
VALUE ADDED PROMOTIONS - 1ST QTR. '97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

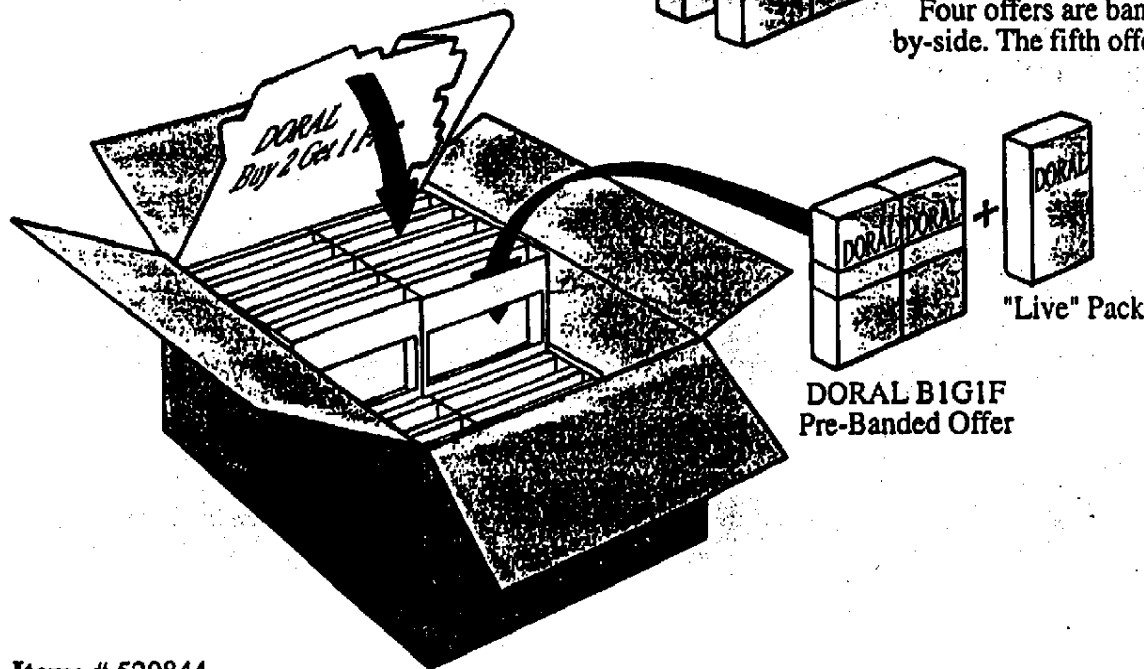
STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



Item: # 520844

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg B1G1F	LT 100 B1G1F	X	FF Kg LIVE	LT 100 LIVE	
Number of Cartons	2	2	X	1	1	

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WORKPLAN VAP TEMPLATE LISTING

 PAGE: 4
 DATE: 96-12-13
 TIME: 03:55 PM

 WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 700046 70200 DOR FEB B2G1P
 TEMPLATE SEQ : 0002
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1				(315)472-4523
162605	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315)834-9393
162203	162231	269481	MODERN MARKET	1 EAST CAYUGA STR	MORAVIA	NY	13118	1				(315)497-1911
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	1				(315)695-2059
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROELIER RD	SYRACUSE	NY	13215	1				(315)469-6661
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1				(315)597-2583
162605	162232	205504	PIT STOP #6	10 W MAIN ST	WOLCOTT	NY	14590	1		1441-0000		(315)594-6882
162605		269011	HAVEN MIDSTATE	MAIN ST	FAIR HAVEN	NY	13064	1				(315)947-5708
162605		269018	WATERLOO NEWS	18 E MAIN ST	WATERLOO	NY	13165	1				
162605	162232	478875	PIT STOP #12	SOUTH ST & CANADA	RED CREEK	NY	13143	1		1441-0000		(315)754-8322
162605		485415	DANIELLES	104A TEACHOUT RD	STERLING	NY	13156	1				(315)947-5770
162605		542147	LARKIN GROCERY	5021 RTE 34	AUBURN	NY	13021	1				
162605		582953	DOUGS MARKET	20 ANNA STREET	AUBURN	NY	13021	1				(315)253-5161
162605		637160	HAPPY LANDING	STATE ROUTE 96	INTERLAKEN	NY	14847	1				(607)532-4640
162605	162232	681636	PIT STOP #11	14 EXCHANGE ST	GENEVA	NY	14456	1		1441-0000		
162605		762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1				(315)253-4811
162605	162232	818622	PIT STOP #4	RT 34 SOUTH ST RD	FLEMING	NY	13021	1		1441-0000		(315)253-0882
162205		661036	JIMMY'S SUPER SAVER	1300 S STATE ST	SYRACUSE	NY	13202	1				(315)472-9532
162203	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162205		739322	PAULS SMOKE SHOP	300 S SALINA ST	SYRACUSE	NY	13202	1				(315)422-3910
162205	162230	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	1		1441-0000		(315)422-6818
162205	162237	660937	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	13208	2				(315)475-0143
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	3				(315)468-5741
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1				(315)474-3569
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	2				(315)487-7581
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAVETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605	162232	503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	2				(315)626-2335
162605	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	684885	PIT STOP #99	RR 1 BOX 445	FULTON	NY	13069	1		1441-0000		(315)598-8811
162202	162238	172457	ELLSWORTH'S SUP DUP	844 STATE ST	PHOENIX	NY	13135	1				(315)695-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162238	020451	STAR QUICK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315)695-5838
162202	162238	075887	HANNIBAL QUICK MART	MAIN ST	HANNIBAL	NY	13074	2				(315)564-6066
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8253
162202	162238	651688	JUNES MARKET	RTE. 3 EAST	FULTON	NY	13069	3				(315)592-7999
162202	162232	487589	LOU'S CAR CARE SERV	7361 STATE FAIR B	BALDWINVILLE	NY	13027	1				(315)638-0281
162203	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162605	162232	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	3 X				(315)776-5511

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162605	162232	172505	WEEDSPORT MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	2	NYS			(315)834-9988
162203	162231	269585	JOHNS GROCERY	AURORA ST	MORAVIA	NY	13118	2 X	NYS		976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	1	NYS	1441-0000		(315)564-7200
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315)331-9575

PAGE BREAK TOTAL ACCOUNTS 46 TOTAL QUANTITY

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

01/29/97

ACCOUNT NUMBER: 026300	AUER & COMPANY
VOUCHER NUMBER: 15341655	571 W BRIGHTON AVE
DATE WRITTEN: 01/29/97	SYRACUSE , NY 13205
STATUS: PAID	
AMOUNT PAID: 112.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	4.00	112.00

EXPLANATION: DOR B2G1F 700046 / SS

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